



Ex Parte Filing

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: CC Docket No. 95-155 Toll Free Service Access Codes;
CC Docket No. 96-115 Telecommunications Carrier's Use Of Customer
Proprietary Network Information And Other Customer Information
CC Docket No. 17-192 Toll Free Assignment Modernization

Dear Ms. Dortch:

On June 7, 2019 the undersigned of Ignition Toll Free, Noah Rafalko of MessageComm, and David Greenhaus and John Evancie of 800 Response Information Services LLC met (via telephonic bridge) with Travis Litman, Chief of Staff to Commissioner Jessica Rosenworcel.

The purpose of the teleconference was to provide a general background on the geographic routing of toll free numbers, to describe current impediments to the timely and accurate geographic routing of toll free calls due to wireless carriers' recent withdrawal of support for location aggregators, and to highlight the distinctions between the use of such services by telecommunications service providers (TSPs) and location-based service (LBS) providers.

We reviewed four major distinctions between TSPs and LBS providers:

Source of Information: TSPs route calls using location information obtained from a wireless carrier's core communications systems. On the other hand, LBS providers use location information obtained directly from the handset itself.

Granularity of Information: TSPs use the location of the cell tower to which a given handset is registered; the accuracy of such "coarse" or "fuzzy" location fixes is typically several kilometers and is sufficient to determine the proper termination point for a given call. LBS providers regularly obtain GPS-level location fixes whose accuracy can be in the 10-meter range.

Quantity & Profile of Information: LBS aggregators limit TSPs' location queries to mobile telephone numbers that are actually off-hook at the time of the query and a single query is sufficient to route a call. Compare this single coarse "pinhole" view to that of LBS providers, who receive a steady stream of highly accurate location fixes as long as a handset is powered on.



Disposition of Information: TSPs do not share callers' location with their subscribers; after determining the proper termination point for a given call, its location is discarded. In marked contrast, callers' location information is the LBS providers' bread and butter; the value of their products and services derives from presenting a detailed view of callers' location data to their customers, whose subsequent use of such information is entirely in the latter's hands.

We noted too that the absence of coarse location fixes is having a negative impact on toll-free call completion rates, as terminations point cannot be determined for many bona fide calls, and many calls are routed to the wrong subscriber or location.

We also suggested that the ability to timely and accurately route toll free calls would have a significant impact on the valuation of numbers auctioned from the 833 NPA. Because the ability to share individual numbers among a group of independent customers or to terminate such numbers to many franchisees based upon closest location expands to resource, tailors service to callers seeking to connect with the closest desired business, allows many businesses access to quality vanity toll free numbers, and presents an viable business case, the value of each number so used can increase significantly.

This "Shared Use" of high value numbers allows, for example, multiple entities to use 800-LAWYERS, depending on the origination location of the call. Were that number to be used by a single entity, providing services in a single state, the value of that number is diminished. Shared use will significantly increase the value of the most sought-after numbers in the 833 auction.

If the Commission were able to provide assurances to the mobile phone and other originating carriers that they both have the obligation to provide "fuzzy" (rather than precise) location information to toll free service providers and that in doing so they would not be in conflict with privacy protections due to customers, then toll free service providers would be free to offer geographic routing and Shared Use services to customers with no undue call delay or latency or unnecessary caller interference. In the case of these services "opt in" or "opt out" is not just unnecessary, but also presents a hindrance and possible safety issue to callers, especially those that are operating motor vehicles. The Commission could achieve these goals through rendering a decision with respect to the Petition For Immediate Declaratory Relief or In the Alternative, Petition for Rulemaking, Filed by 800 Response Information Services, LLC, CC Docket No. 96-115.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruno Tabbi", is written over a horizontal line.

Bruno Tabbi

cc (via email): Travis Litman